



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of:

Fowler et al.

Serial No.: 10/666,420

Filed: September 19, 2003

Atty. File No.: 4742CEDPM-43

For: ADHESIVE SHELF TALKER

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

) Group Art Unit: 1734

) Examiner: Chan, S.

) RESPONSE TO RESTRICTION
) REQUIREMENT

CERTIFICATE OF MAILING

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS
BEING DEPOSITED WITH THE UNITED STATES
POSTAL SERVICE AS FIRST CLASS MAIL IN AN
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ON 1/7/05

SHERIDAN ROSS P.C.

BY: *Christine Jacques*

In an Office Action dated November 19, 2004, the Examiner issued a Restriction Requirement with regard to the above-identified patent application. Generally, the Examiner indicated that Claims 1-19, drawn to a shelf talker and Claim 20, drawn to a method of using the shelf talker were distinct inventions. Applicants hereby elect to prosecute Claims 1-19 without traverse, drawn to a shelf talker in this patent application. However, Applicants respectfully reserve the right to pursue Claim 20 in a subsequent divisional/continuation application. Also filed concurrently herewith is a Revocation and New Power of Attorney.

Also being filed concurrently herewith is a Request for Extension of Time, thereby extending the period for response from December 19, 2004, to January 19, 2005, along with the required fee of \$120.00.

Respectfully submitted,

SHERIDAN ROSS P.C.

By: *Brent P. Johnson*

Brent P. Johnson
Registration No. 38,031
1560 Broadway, Suite 1200
Denver, Colorado 80202-5141
(303) 863-9700

Date: 1/7/05